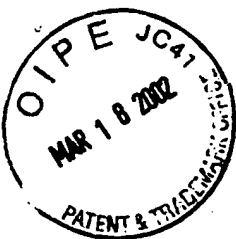


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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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MAR 21 2002

Technology Center 2100

Applicants: David S. Springer and Brian T. Zucker
Assignee: Dell USA, L.P.
Title: Method And Apparatus For Tracking Banner Advertising
Serial No.: 09/313,436 Filing Date: May 17, 1999
Examiner: Khanh H. Le Group Art Unit: 2162
Docket No.: M-7260 US Client Ref. No.: DC01769

San Jose, California
March 6, 2002

BOX NON-FEE AMENDMENT
COMMISSIONER FOR PATENTS
Washington, D. C. 20231

RESPONSE TO NON-FINAL OFFICE ACTION

Dear Sir:

This paper is responsive to the Non-Final Office Action dated December 6, 2001, having a shortened statutory period expiring March 6, 2002. Further examination and reconsideration are respectfully requested in view of the amendments and remarks set forth below.

AMENDMENTS

IN THE CLAIMS

The following is a clean version of the entire set of pending claims. In accordance with 37 CFR § 1.121(c)(1)(ii), the attachment entitled "**Version with Markings to Show Changes Made**" provides marked up versions of the claims containing the newly introduced changes.

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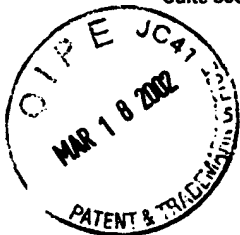
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Attorney Docket No.: M-7260 US



March 6, 2002

Box Non-Fee Amendment
Commissioner For Patents
Washington, D.C. 20231

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MAR 21 2002

Technology Center 2100

Re: Applicant(s): Springer, David S.; Zucker, Brian T.
Assignee: Dell USA, L.P.
Title: Method And Apparatus For Tracking Banner Advertising
Serial No.: 09/313,436
Examiner: Khanh H. Le
Docket No.: M-7260 US
Filed: May 17, 1999
Group Art Unit: 2161

Dear Sir:

Transmitted herewith are the following documents in the above-identified application:

- (1) Return Receipt Postcard;
- (2) This Transmittal Letter (in duplicate);
- (3) Response to Non-Final Office Action (14 pages)



No additional fee is required.
The fee has been calculated as shown below:

CLAIMS AS AMENDED

	Claims Remaining <u>After Amendment</u>		Highest No. Previously <u>Paid For</u>		Present <u>Extra</u>	<u>Rate</u>	<u>Additional Fee</u>	
Total Claims	22	Minus	24	=	0	x \$18.00	\$	0.00
Independent Claims	3	Minus	3	=	0	x \$84.00	\$	0.00
<input type="checkbox"/>	Fee of _____ for the first filing of one or more multiple dependent claims per application						\$	
<input type="checkbox"/>	Fee for Request for Extension of Time						\$	
<u>Total additional fee for this Amendment:</u>							\$	<u>0.00</u>
<input checked="" type="checkbox"/>	Conditional Petition for Extension of Time: If an extension of time is required for timely filing of the enclosed document(s) after all papers filed with this transmittal have been considered, an extension of time is hereby requested.							
<input checked="" type="checkbox"/>	Please charge our Deposit Account No. 19-2386 in the amount of						\$	<u>0.00</u>
<input checked="" type="checkbox"/>	Also, charge any additional fees required and credit any overpayment to our Deposit Account No. 19-2386.							
Total:							\$	0.00

I hereby certify that this correspondence is being deposited with
the United States Postal Service as First Class Mail in an envelope
addressed to: Commissioner For Patents, Washington, D.C.
20231, on _____, 2002.

Attorney for Applicants

Date of Signature

Respectfully submitted,

Abdul R. Zindani
Attorney for Applicants
Reg. No. 46,091
[Phone: (512) 794-3600]
[Fax: (512) 794-3601]